# Snapchat Tactic #2: Run a promotion

H2GY1K

LECTURE SUMMARY

## Covered in this lecture:

### Attracting people with free things

- In order to attract new users and get people's attention, you could do one of the following things on Snapchat:
- Giveaway = giving away a prize to a random user
- Contest = giving away a prize to a user you choose based on some criteria (best comment, funniest video, etc.)
- Marketing/sales promotion = posting a code or coupon that any user can use to get discounts or free items
- Whatever you decide to do, you have to adhere to Snapchat's rules on promotions:

  - make it easy for people to take part
  - include instructions that are easy to understand
  - say that Snapchat has nothing to do with your contect
  - don't encourage users to do bad/illegal stuff as part of the contest

- In order to create your official rules for your promotion, hiring a lawyer is recommended
- People need to find out about your contest/giveaway as soon as possible in order for them to meet the deadlines, so you will need to promote it

- Don’t mention the company names of the items you’re giving away in the title of your promotion, it might look like the company is endorsing this when in fact they are not

- When the deadline comes, announce the winners quickly and then analyze how many new followers you got, how much website traffic you got, or how much sales have increased

- If you decide to post a discount code instead, announce it beforehand on your various channels, so people know when to look for it - since this is Snapchat, the post will disappear after a while, so it’s a limited time offer

- Make your code unique to Snapchat so you can track the results